

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 ISO-00 COME-00 L-03 FCC-03 OTPE-00

CIAE-00 INR-10 NSAE-00 RSC-01 DRC-01 /055 W

----- 120855

R 161958Z OCT 73

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 1923

INFO AMCONSUL CALGARY

AMCONSUL MONTREAL

AMCONSUL TORONTO

AMCONSUL VANCOUVER

AMCONSUL WINNIPEG

LIMITED OFFICIAL USE OTTAWA 2476

E.O. 11652: N/A

TAGS: ETEL, CA

SUBJECT: DELETION AND SUBSTITUTION OF COMMERCIALS ON CABLE TV

REF: DEPT A-1195, FEB. 8, 1973; OTTAWA 2437, OCT. 10, 1973

1. BRIEF NOTE VERBALE, DATED OCTOBER 11, SENT TO EMBASSY LATE YESTERDAY AS REPLY TO U.S. AIDE-MEMOIRE OF FEBRUARY 13, REJECTS US SUGGESTION THAT GOC INTERVENE TO RESCIND OR MODIFY CRTC DECISION 72-364 WITH RESPECT TO CALGARY CABLE SYSTEM. DEPT MAY NOTE THAT ON OCT. 10 EMBASSY WAS ADVISED THAT PRODUCTION OF REPLY WAS STILL BOGGED DOWN IN THE GOC (OTTAWA 2437). EARLIER WE HAD BEEN LED TO EXPECT COMPREHENSIVE REPLY DISCUSSING SUBSTANCE OF ISSUE (OTTAWA 1882 AND 1721) RATHER THAN ABRUPT REJECTION. INTERAGENCY SYSTEM HERE APPEARS TO HAVE BEEN UNABLE AGREE UPON SUCH A RATIONALE AND EASY WAY OUT WAS TO AVOID IT COMPLETELY. END LIMITED OFFICIAL USE. BEGIN UNCLASSIFIED.

2. TEXT OF NOTE FOLLOWS:

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QUOTE. ON FEBRUARY 13, 1973, THE EMBASSY OF THE UNITED

STATES OF AMERICA LEFT WITH THE DEPARTMENT OF EXTERNAL AFFAIRS AN AIDE-MEMOIRE CONCERNING THE DECISION OF THE CANADIAN RADIO-TELEVISION COMMISSION, CRTC 72-364, WHICH APPLIES TO THE OPERATIONS OF TWO CANADIAN CABLE-TELEVISION COMPANIES IN CALGARY. IN PARTICULAR, THE AIDE-MEMOIRE EXPRESSED CONCERN AT THE SECTION OF THE DECISION AS IT RELATED TO THE APPLICATION OF A POLICY OF DELETION AND SUBSTITUTION OF COMMERCIAL MESSAGES.

QUOTE. THE POINTS OF CONCERN EXPRESSED IN THE AIDE-MEMOIRE, PARTICULARLY WITH RESPECT TO CONSIDERATIONS RELATING TO INTERNATIONAL COMITY, HAVE BEEN EXAMINED CAREFULLY AND FULL NOTE HAS BEEN TAKEN OF THEM. IT MUST BE POINTED OUT THAT THE CRTC IS AN INDEPENDENT REGULATORY AGENCY CHARGED WITH RESPONSIBILITY FOR FULFILLING THE OBJECTIVES OF BROADCASTING POLICY AS LAID DOWN BY PARLIAMENT IN THE BROADCASTING ACT. DECISION RESPONSIBILITIES OF THE CRTC UNDER THIS ACT AND THE GOVERNMENT CANNOT AGREE TO THE SUGGESTION ADVANCED IN THE AIDE-MEMOIRE THAT IT SHOULD INTERVENE TO RESCIND OR MODIFY CRTC DECISION 72-364.

QUOTE. BROADCASTING POLICY MATTERS ARE KEPT UNDER CONTINUING REVIEW AND THE RESERVATIONS EXPRESSED IN THE AIDE-MEMOIRE WILL BE GIVEN EVERY CONSIDERATION IN ANY FURTHER EXAMINATION OF THE SUBJECT. END QUOTE.
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3. BY COINCIDENCE EMBASSY'S TCO MADE INITIAL CALL ON J.D. HYLTON, MANAGING DIRECTOR FOR OPERATIONS, CRTC, AT SAME TIME AS NOTE WAS BEING DELIVERED. IN COURSE OF CONVERSATION HYLTON REFERRED WITHOUT MENTIONING NOTE TO OVERRIDING IMPORTANCE CRTC ATTACHES TO ASSURING LOCAL ADVERTISING REVENUES FOR LICENSED CANADIAN TELEVISION WITHOUT COMPETITION FROM ADVERTISING SOLD BY OTHER DISTANT STATIONS IN CANADA OR ABROAD. THIS REVENUE BASE IS ESSENTIAL TO ALLOWING TV TO PLAY ITS ROLE IN ENCOURAGING NATIONAL IDENTITY,
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DEVELOPMENT OF ARTS AND ENTERTAINMENT INDUSTRY, AND GENERAL CREATION OF EMPLOYMENT IN CANADIAN BROADCASTING. HYLTON COMPARED CRTC ACTION IN THIS FIELD WITH GENERAL POLICIES OF US FCC IN AUTHORIZATION OF CABLE OPERATIONS WHICH ATTEMPT ALSO TO SAFEGUARD LOCAL STATIONS IN THEIR MARKET AREAS. HYLTON ALSO CALLED ATTENTION TO CRTC POLICY STATEMENT ON CABLE TV OF JULY 16, 1971 (SEE OTTAWA A-494, JULY 26, 1971) AS OF CONTINUED RELEVANCE

TO THIS ISSUE AND OTHER ASPECTS OF CABLE TV REGULATION.

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Copy: SINGLE
Draft Date: 16 OCT 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: garlanwa
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
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Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1973/newtext/t19731029/aaaaavhs.tel
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Original Handling Restrictions: n/a
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